THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

THE AMERICAN INSTITUTE OF ARCHITECTS
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THE DEPARTMENT OF EDUCATION AND RESEARCH

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THE WISCONSIN ARCHITECT
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A CHAPTER OF THE AMERICAN
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A Chapter of The American Institute of Architects

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J. J. WEILER ELECTED PRESIDENT OF WISCONSIN ARCHITECTS ASSOCIATION

At the annual meeting of the Wisconsin Architects Association held Thursday evening, February 7, 1952, at the Plankinton House, Milwaukee, opening the Third Convention of the Association, announcement was made by the tellers of the result of the election by secret ballot of directors to serve for the ensuing year.

The Directors at Large elected were Edgar H. Berners, Alvin E. Grellinger, William G. Herbst, Leigh Hunt and Joseph J. Weiler.

Those elected to serve as Divisional Directors were Arthur O. Reddemann, Frederick J. Schweitzer, William V. Kaeser, Mark T. Purcell, Leonard M. Schober and Frederick W. Raeuber.

In accordance with the By-Laws that the Executive Committee should hold an organization meeting within ten days after the adjournment of the annual meeting at which the committee should organize and take over the affairs of the retiring committee, the following officers were elected at a meeting February 15:

President, Joseph J. Weiler; Vice President, Francis S. Gurda; Secretary-Treasurer, Leigh Hunt.

* * *

NORTHEASTERN DIVISION MEETS IN WISCONSIN RAPIDS, APRIL 6

The Northeastern Division of the Wisconsin Architects Association got off to a slow start. Truthfully, it was dormant. It looked as though it never would get going. Suddenly, at the end of 1951 it sprang to life with such vigor that the other two Divisions might well be looking to their laurels.

The Northeastern Division was first to hold its annual meeting. Next, they met at Chilton for an excellent program. Chilton is that betwixt town where the northeasterners frequently gather, so situated that it is a focal point for all in the district.

Now they'll be meeting at Wisconsin Rapids on the first Monday in April, which is the sixth. They'll meet at the brand new Mead Hotel, which, according to Wallace H. Brown, President of the Northeastern Division, is the ultra modern of all moderns. Donn Hougan, architect for the hotel, will be host to the members at cocktails preceding the meeting.

* * *

MILWAUKEE DIVISION TO HEAR DISCUSSION ON ELECTRICITY

The Milwaukee Division of the Wisconsin Architects Association will hold its first meeting of 1952 Wednesday evening, March 19, at the Boulevard Inn, 4300 W. Lloyd Street.

Following the dinner at 6:30 o'clock, there will be a discussion by personnel of the Wisconsin Electric Power Company on modern electrical design problems, which will cover: New Light Sources; New Utilization Equipment; Space Requirements; Electrical Costs; Experience with Customers.

There will be a question and answer period in conjunction with the discussions.

Arthur O. Reddemann, Chairman, and Don P. Libby, Co-Chairman, are expecting a full house for this meeting which will be of great interest to all of the members.

ANNUAL REPORT OF PRESIDENT WILLIAM G. HERBST OPENS THIRD CONVENTION OF WISCONSIN ARCHITECTS ASSOCIATION

Gentlemen:

Welcome to the Third Annual Convention of the Wisconsin Architects Association, a Chapter of the American Institute of Architects, which is now declared officially opened and in session. Just approximately one year ago on February 16, 1951, we met here under similar circumstances and with high hopes of accomplishing great things in the advancement of our profession, our relations with the public, and our fellow practitioners. As this Third Annual Convention gradually unfolds itself to you with its varied reports and instructive programs, may you again draw therefrom a fountain of knowledge, a spirit of good fellowship and a desire to vigorously carry on the good that may come out of it. I trust that whatever may be brought before you in these two days that requires Convention action, you will give it deserving consideration and express yourself in the customary manner of Architectural intelligence. The program and convention Chairman, Mr. Arthur Reddemann and his able assistants have arranged most interesting and diversified subjects. I am sure you will find them edifying, instructive, and entertaining. My sincere thanks to the chairman and his able committee for a trying job, but a job well done.

You may recall that some three years ago there were some misgivings and doubt about the advisability and desirability of the fusion of the two State Architectural Organizations. I am happy to report that the unification program has shown a healthy growth. Our total membership in all classifications, number 241 as compared to 218 a year ago. At this point may I suggest that all present Associate Members who have been practicing for three or more years, apply to the Secretary for Corporate Membership, as you know according to the Institute By-laws, it becomes mandatory to make such application. I trust every one who finds himself in this category will avail himself of this opportunity.

In March 1951, our Chapter was honored by having our First President of the unified organization elevated to Fellowship. Our congratulations to Edgar Hubert Berners, a most deserving honor.

The Executive Board meetings have been well represented and serious deliberations were given to all matters that came to their attention. My sincere thanks to all of them for their time, their counsel and guidance. Many had to come considerable distance to attend meetings but seldom failed to attend and then only because of unavoidable weather conditions. They deserve your thanks and appreciation.

The various State Divisions have all functioned in a creditable manner; while we have not heard too much of the Northeastern Division we do know they have organized and are keeping their membership informed. The Milwaukee Division under the leadership of Alvin E. Grellinger had a full schedule of activities. Many instructive and worthwhile programs were practically a monthly occurrence. Those of you who missed the Madison Division's meeting held jointly with the Milwaukee Division at Pipersville missed a rare treat and an enjoyable evening.

The various standing committees under the able leadership of their Chairmen carried out their assignments in a diligent and serious manner. A special tribute should be paid to the chairman of the Practice Committee, who was ever alert in reporting and investigating infractions of professional conduct as they effected our membership, and the public we are called on to serve. This Committee has alerted the Board whenever a situation arose that threatened the ethical standards of our profession. Our thanks to Walter Memmler and his Committee.

Our monthly publication "The Wisconsin Architect" under the able and untiring leadership of Mr. Leigh Hunt deserves our appreciation in his dual capacity as Secretary of the Chapter and Editor of our magazine. He has not only given many hours of his time but has also given us monthly news items that were of interest to the profession. May I urge that the various division chairmen send their news items whenever such an occasion arises to him; it will make for an informative magazine and also help lighten the task of its Editor. My personal thanks to a most efficient Secretary.

It may be of interest to you that your Educational and Foundation fund has reached an amount better than $6,229.46. The increase over last year to this fund is largely due to some generous contributions by various members of the Association, who in lieu of sending flowers to any deceased member they contribute these amounts to the Educational Fund as a Memorial to the family in recognition of his membership in the Chapter. We urge that more members avail themselves of this noble gesture. Perhaps this would be the proper place to remind us, of the loss by death in the past year, of five Corporate members. Two of these former members gave a great deal of their time and effort to the advancement of the profession and particularly to the Chapter. One a former president of the Wisconsin Chapter, and one who acted as our Secretary for many years and who was elevated to president at the last Convention, but an untimely illness prevented him from ever presiding at a meeting. I have been honored to fulfill his unexpired term. Their loss was a great shock to all of us. It was a privilege to know them. Their whole life and their work gave a lustrous distinction to our profession. I believe it most fitting that we all devote a minute of silent meditation to their memory now.

The Regional Meeting at Chicago was a most instructive event with seminars of various subjects all of which were intelligently presented. There was a fairly good representation of Chapter members present; it is regrettable that all of us do not take advantage of such instructive programs.

So much for the past but what about the future? This again has its misgivings. Since we are again confronted with alphabetical government regulations it seems that instead of the iron age, as we are accustomed to refer to, we must again apply our ingenuity in wood. I believe, H. D. Chandler has ably put our present situation into somewhat of a poem

when he wrote the following:

The Architect will never see, a thing as useful as a tree
Right off the bat his common sense'll tell him that minus it there'll be no pencils'.
No drawing boards, no rolls of paper, on which to be inspired and cut a few capers'
No joists, no rafters, doors or floors.
Nor those old stand-by, the two by fours.
Thank God for wood — and now today
A warning from the N.P.A.
Rulings which tell you what you oughter
Not count upon in any quarter
No copper and steel or you go to jail
Here after you'll weigh them on a letter scale
It all indicates if I'm correct
Without a tree, no Architect.

May I express my sincere thanks for having honored me to fill the unexpired term of a most worthy and deserving member. I trust that my successor will enjoy your sincere and wholehearted support and that his administration will be a most successful one, and that your choice will reflect everything that is good for the Chapter and the Community in which we practice.

* * *

OFFICE OF LEIGH HUNT, ARCHITECT, TO BE LOCATED, AS OF APRIL 1, IN COLBY-ABBOT BUILDING

Leigh Hunt, Architect, is moving his office from 3800 N. Humboldt Avenue, to Room 522, Colby-Abbot Building, 759 North Milwaukee Street, Milwaukee 2. The new telephone number will be BR. 1-1220. The change of address and telephone number will take effect on April 1.

New Address Includes
Wisconsin Architects Association
and The Wisconsin Architect

Inasmuch as Mr. Hunt is moving his office, this also entails the changing of address and telephone number of THE WISCONSIN ARCHITECTS ASSOCIATION and the WISCONSIN ARCHITECT.

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Also, please remember to address Association correspondence to the Secretary of the Wisconsin Architects Association, 759 N. Milwaukee St., Milwaukee 2.

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ADDRESS OF ALFRED SHAW, F.A.I.A. AT CONVENTION ANNUAL BANQUET

"The Significance of Architecture Today"

This phrase is general enough for any mind to play with so we can't complain of that. In the first place, the "today" part of it, because if any group of men have a point in time which is important, it is the architects. We can only build today or in the ever present present, and our immediate actions are significant for good or evil because the machinations of our minds put down on paper become the visible world around us, our projects are built almost universally during our "today".

The significance of the present is important to us because now is our only chance to do anything about it. We might just ask ourselves that question. As the record piles up behind us in steel and masonry we can get a look at ourselves and see how we've been performing.

As for the significance of architecture, we might well ask ourselves, "What is the significance of anything?"

In this meditation I have lately been aided by a gentleman who has written in the Atlantic Monthly. His discourse is on "What is an educated man? What is a good education?" and he ends up by talking about quality. He evens talks about the quality of architecture and its importance. He thinks, and I agree, that in any particular pursuit, the purpose of education is to search for and then do what he calls "first rate". He is thinking that best of all proverbs, a French one "Tout bien ou rien", meaning "All well or nothing" — or, more freely, "If it isn't first class don't do it." An almost impossible goal but a lovely target.

What is *first rate* in architecture? Let's say Chartres, let's say the Washington Monument. How can we approach this quality in our daily projects? You might say "Well, how can a factory or a public housing project have the significance of the Parthenon?" It can't, but it should try to approach it.

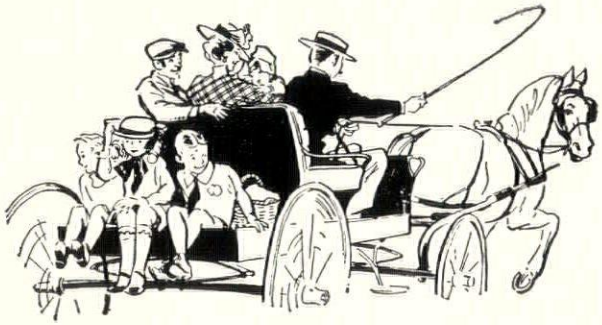
It is not so much money either, as intent or desire or conception.

The economy of things is greatly overtalked today. We *have* a successful economy as history goes, volume wise and fairly well in balance in this country — our money situation is fantastically successful — but are we doing significant things? I do not think enough.

The generally accepted theory goes somewhat inaccurately like this: "Well, to hell with how this factory looks. Its purpose is to employ people gainfully but chiefly to produce a financial profit. This profit is then the means of arriving in some other location at the good life, the noble world." Rarely does this happen. The same old pressure keeps up.

Another example: "Well let them live a sordid life on the east side of New York or back of the yards, suffer for fifty years or perhaps twenty-five, and then with an economic cushion, the good life begins."

The physical result of this philosophy is the so-called efficiency of the engineer or the cost expert, the ugly, dirty and unhappy life which is typical of



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industrial cities. *Meanwhile life is going by.* The success of any accomplishment or a national culture is measured in quality multiplied by time.

Now a more tenable theory for a successful, powerful nation such as ours would be in my opinion something like this.

The good life *every day* is a worthwhile goal, and the building of a good background is more important than a better profit in an ugly one. We do it with our food, best damn plumbing in the world; we do it with our noise reduction. We attempt it in legal protection from obnoxious gases. We pay great attention to our bodies. Even a bankrupt nation like Britain is trying to do it for free, and Truman is talking insanely as usual about it, *but* the world we see, the visual world, has no friends except the occasional nobility of a rich and worthy client, or the architects or the art societies. The eye has no friends or even a hearing at court. This philosophy is cockeyed, not in the slang phrase, but literally.

Speaking of factories, we line up like this: Yes, first class water closets, brass pipe, but metal partitions and concrete block walls. Or housing projects. Attention is paid to exterior appearance and even landscaping, then in the utility field a fine line of poles and overhead cables and transformers silhouetting against the sky.

These are the little things that indicate in greater or less degree that authority has said "to hell with it", or blind from long habits of ugliness is not aware of it at all. These are the imperfections that architects are or should be aware of, and should struggle for. Not just the isolated little gem, but the great bulk of average structures.

There have been, and are, in certain places and times, human backgrounds of dignity and beauty, and it is significant that a prosperous nation should have that kind of background. New England towns — Williamsburg — had it in pioneering days.

This mental deterioration, this unawareness of our visual chaos has been a slow process, and it will be a slow process building back to a finer one. But it is worth the while, and it is significant for we point out the ways to create a good background for our fellows to live in.

The doctors get attention even in preventive medicine. The insurance people have us so over-insured it's almost impossible to change our habits. We're so clean and sanitary on the advice of health men we are almost uninteresting.

So we architects should persistently and in little ways (not to each other but to our clients, the human race) show them that order and beauty in what we see is important today, as we live, and eat, and work and travel in our own cities large and small. And that this background of beauty is not a thing to be enjoyed only on vacations in Bermuda or South America, two weeks out of a year, but as we live, young and old.

Diplomacy, ingenuity, study and courage and time are required, but what was ever done without them? If we haven't made the best looking of all possible worlds it is still the first rate, significant thing to do, not by saying it should be modern or all glass or have no windows, but by being abstractly beautiful, orderly, a boon to the eye instead of an eyesore. This is a job of education, forever educating ourselves, and modestly educating others, those people who are old and powerful, those people who are young and will make the world tomorrow.

And this permits me to take this significance into the field of architectural education.

We were discussing the generalities of architectural schools recently with Pietro Belluschi who is now the director of the School at Massachusetts Institute of Technology. It came to my attention that soon again, at some of the major schools of architecture there will be the problem of getting an outstanding architect to take up one or more vacancies.

This great man problem is a continuing one for the schools of architecture, and I venture to suggest a plan for making the dilemma less frequent and giving a better idea for the organization of the architectural schools.

There are many schools which come off well under the present method of getting a big man to spark them, as for example Howe at Yale, Gropius and Hudnut at Harvard, and Mies van Rohe at Tech. In fact, some may think they are in fine shape, but that is not my opinion of the general situation.

In the first place, there are many schools which do not get inspiring individuals to teach there. The great number of successful or inspiring architects are not easy to lure into teaching and having to give up their practices even for a year or two. Then, the accepted principle of exposing the dullness or brilliance of the mine run of architectural students to only one man's guidance may not be the best scheme either. This, no matter how great his reputation may be.

The better plan would seem to be this:

1. Let the head of the school be a professional educator, somewhat in the character of a college president.
2. Have a permanent staff of good men who can be found to teach the various fundamental disciplines,

History	Mechanical
Materials	Electrical
Draughting	Specification
Structure	

   or what have you, and also in the staff the necessary number of instructors in design.
3. Then instead of one great man all year, arrange for a group say four, five or six great men, as visiting architects. They might (as one method) be spaced out on a schedule of design problems, and have them give this changing inspiration or criticism.
4. During this time they could also give lectures which would give some of their experience and inspiration to the students.

There are some seeds which grow well in dry soil, and others which require dampness, and in a changing scene of personality, the student — uninspired by Mr. Black — may pick up a brand of fire from Mr. White. Or he may — even at that early age — be a discerning personality who will look them all over and then feel a certain quality in one architect or another.

Depending on the location of the school, the methods of spacing the architects or even of making them come from far or near will vary. In Nevada, if they have a school, it would be a different problem than in New York. But in any case, the quality and variety of architects which are thus made available is large.

It would permit us to take on the architects of the world — from Europe, South America, or where will you. Even language problems are not too important an obstacle, as earlier Frenchmen from the Beaux Arts and Germany have shown us. The Institute's committee on education might well be a co-partner in this plan, as it could be an overall one, and coordination and initiation by the committee would be helpful.

Well, there's the idea. Think it over, some of you with academic experience, others of you with none. There are certainly through history some great names who never saw a student of architecture except in their own office, and I can think of many who could have given a great lift to the student, hungry for an idea, or dormant for lack of a strong personality, whichever he might be. What's your reaction?

To end up with another observation of significance, architecture should above all look well. Heating, cooling, shelter, smells, noises, yes, but they are secondary and without visual order and beauty all these things will not produce architecture. When a building has a spiritual or emotional quality it is because of its visual quality. As even old fashioned McKim once said. "Does it look well?"

There are characteristics in vision — of all the five senses — which are unique. They are its speed and scope. First, the speed at which light travels — 180,000 miles per second — is infinitely greater than that of sound, which is only seven miles per minute. Taste, touch — even the touch of a high speed projectile — and the speed of gases which we smell are all slower than tortoises in comparison.

Also the vastness of the power of vision. We can see stars which are millions of light years away. No other sense has any comparable scope.

Then again, in a period of one second, we can hear maybe a whole symphony orchestra with a complexity, and some rare ears may be able to remember and detail the vibration.

Also, we can taste two or three things at once, and have two or three pains at once, or smell two or three things at once.

But just contemplate what our eyes can envelop in this glance, this second. Look at a whole city from the air, or the colors and forms in a room, or the heavens — in a second we can close our eyes and tell its general size.

Or, yes, a very complicated building — that's called architecture. Unless our eyes are closed or concentrated at work we are seeing the world around us in all its complexity, beauty or ugliness. This intake of visible things is doing something to us. The man-made backgrounds are doing something to us. The architect is theoretically responsible for what is being done to us. This is our almost divine responsibility. We cannot have great music without great audiences, or great cities without great cultures. But culture and architecture have a two-way reaction, one helping the other improve or deteriorate each other. Insomuch as they improve, it is a better world.

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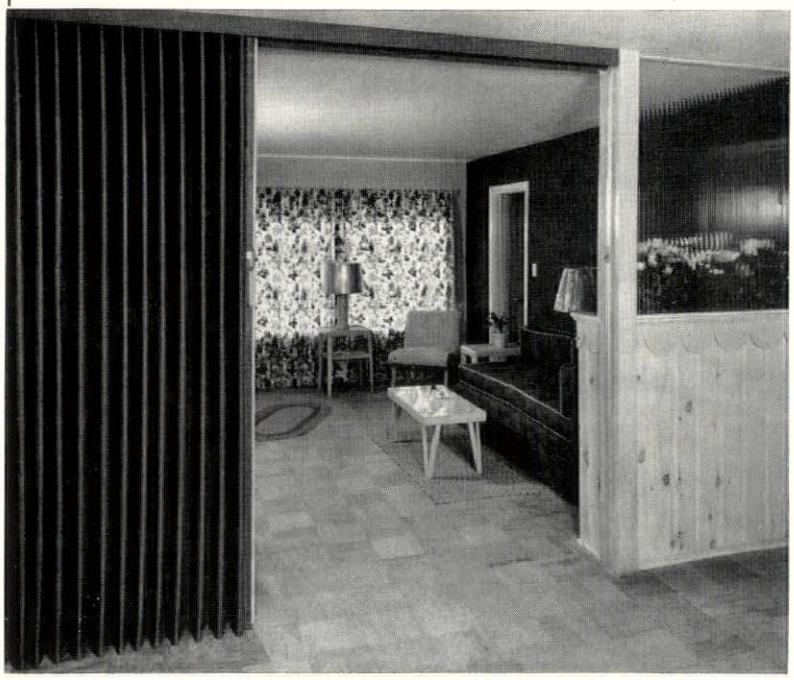

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LE BRUN TRAVELING SCHOLARSHIP FOR 1952, ANNOUNCED

The Le Brun Committee, New York Chapter, A.I.A., is announcing the Le Brun Traveling Scholarship for 1952. The subject of the competition is A LIBRARY. The prize, $2800 for at least six months' travel in Europe.

To qualify one must be a U.S. citizen and resident, age 23 through 27 years, plus service years in the United States Armed Forces, have had architectural experience of at least 1½ years and been the beneficiary of no other traveling scholarship. Also, one must be nominated by a member of The American Institute of Architects.

The programs are now available, ending April 30, 1952. Requests for nomination forms are being received by Chairman, Le Brun Committee, New York Chapter, A.I.A., 115 East 40th Street, New York 16.

* * *

APPLETON CHAMBER OF COMMERCE APPOINTS MAUREY LEE ALLEN

Kenneth H. Corbett, secretary of the Appleton Chamber of Commerce, sends us word of the Chamber's appointment of Maurey Lee Allen to serve on one of its important committees. Mr. Allen, a former member of the Board of the Wisconsin Architects Association, has long been one of our most faithful workers.

This committee on which Mr. Allen is serving, was recently appointed to review the existing City of Appleton Building Code and recommend revisions so that it will more nearly conform to modern construction practices.

* * *

H. W. JENNRICH TRANSFERRED TO WASHINGTON, D. C.

No one will forget H. W. Jennrich, who during those closing days of World War II and following on, dropped in on the architects to place veterans as architectural apprentices. And surely the young draftsmen and recently licensed young architects can't forget this government employee so responsible for their present status in the business of architecture.

These reminiscent remarks lead up to Mr. Jennrich's leavetaking of our territory. He has been transferred to Washington, D.C., and his present address is 2832 S. Wakefield, Arlington, Va.

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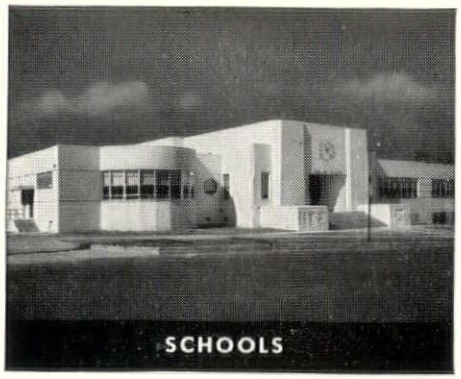

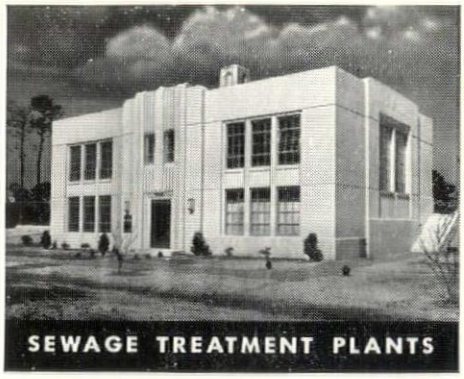

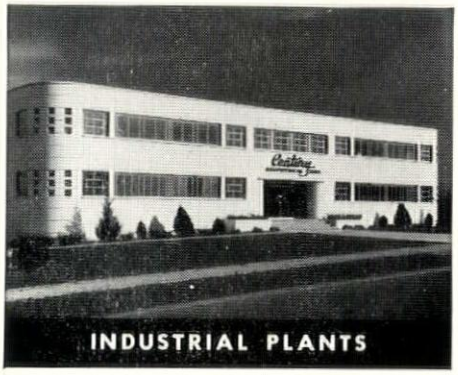

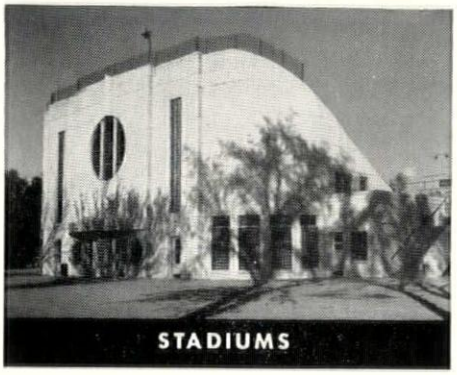

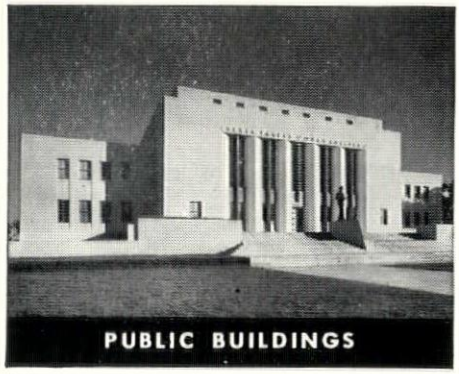

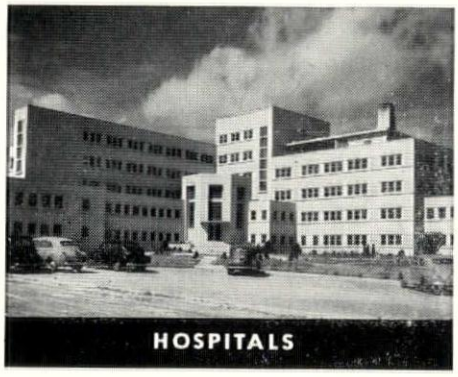

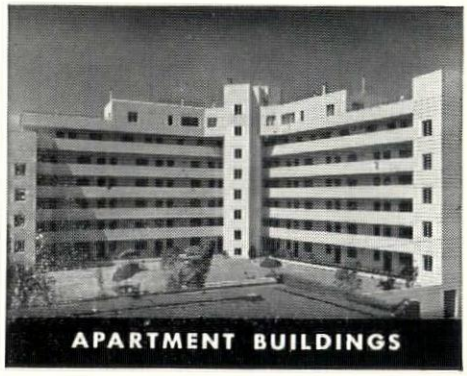

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ideal for structures of any style or size or purpose

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MAYOR FRANK P. ZEIDLER ADDRESSES ARCHITECTS

"Looked at from the point of view of local government, the architect can render most valuable service in the present era," said Frank P. Zeidler, Mayor of the City of Milwaukee, in addressing the architects at the convention's Friday, February 8, luncheon.

"Local governments are faced with a demand for increased construction, owing to motor vehicle use, to larger populations and to the rate of obsolescence of older structures," the Mayor continued.

"At the same time they are pressed by material shortages, particularly in the field of metals. Local government officials want to serve the public in meeting these demands but will be able to do so only if the architects and their engineering associates can give them the proper designs for public works which avoid the use of scarce materials; thus a large field is opening for the architects in using new techniques and new methods.

"Cities are counting especially on the architects to help them overcome the rate of obsolescence of older areas. It is hoped in the near future that city officials all over the country will be able to meet with representatives of the building industry, including architects, to devise means of encouraging the rebuilding of the older parts of our cities.

"Lastly — we must take into consideration the new age of defense against atomic warfare. In this field alone all the inventive powers and genius of architectural design will be required to make our cities habitable and relatively secure from international disturbances.

"There is no substitute for the power of an idea," he said, in closing. "Government must look to architects for the ideas to meet our new requirements of living."

* * *

SERIOUS UNEMPLOYMENT IF GOVERNMENT RESTRICTIONS ON STRUCTURAL STEEL CONTINUES

Serious unemployment and idle plant capacity in the structural steel fabricating industry is threatened for early summer of 1952 unless approved orders for construction are immediately released by the Government in adequate volume.

This situation was outlined in a statement released by R. D. Wood, president of the American Institute of Steel Construction, Inc., which is the national association of fabricators of structural steel for buildings, bridges, and other structures.

The statement reflects the conviction of fabricators from all parts of the country who assembled in New

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York last week for a meeting of the Board of Directors of the Institute. The text follows:

"Serious unemployment and a substantial amount of idle plant capacity faces the structural steel fabricating industry by early summer if present government restrictions continue. This is the consensus of fabricators from all sections of the country.

"During 1951 the tonnage of fabricated structural steel rose to the highest level in twenty years. Virtually all of this tonnage was restricted to fabrication of structures carrying CMP allotments.

"Statistics show that the industry's backlog is high, but less than half of this tonnage carries any authorization to proceed with fabrication and construction. Typical examples of unauthorized projects in the backlog are the proposed new Detroit Wayne City-County Building requiring 9,000 tons of fabricated structural steel, and the South Street Viaduct in New York City requiring 16,000 tons. Many similar tonnages appear in the backlog totals, but no steel has been released or is likely to be in the near future, under present restrictions. The present policy of NPA, therefore, makes a substantial part of this industry's backlog little more than theoretical figures rather than solid tonnages which can be expected to provide employment and keep the fabricating plants busy.

"Many months are required for architects and engineers to prepare necessary drawings. Many more months are then required before fabrication can start. Long-range planning must be encouraged if operations are to be maintained after the present peak of defense construction has passed.

"Reports from all sections of the country indicate that many architects and engineers, particularly those who are not working on defense construction projects, are looking for work. The drafting rooms of many structural steel fabricators are also running out of work, and draftsmen are being laid off.

"The present situation hits small fabricators even harder than the large fabricators. They have not shared proportionately in the defense construction work up to this time. Their production facilities are available now to handle projects necessary to the civilian economy.

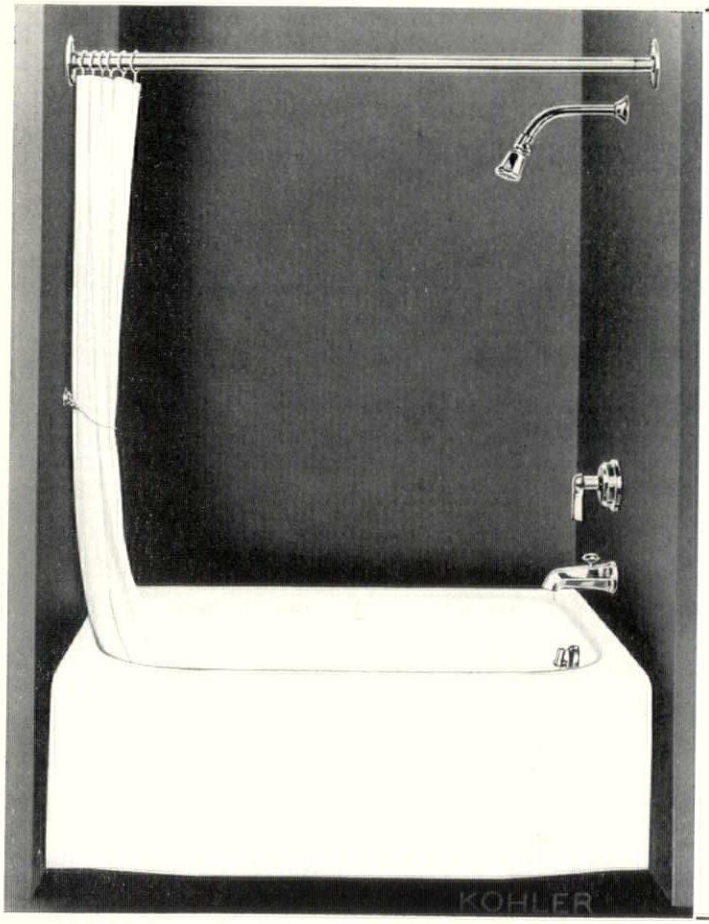
"Present indications are that once the fabricators' work on defense construction and government approved plant expansion has passed its peak, there will be structural steel for civilian projects.

"We recommend this three-step program:

"1. Top officials of the Defense Production Administration should meet as soon as possible with a task force from the Structural Steel Fabricators Industry Advisory Committee to NPA to hear this critical situation first hand.

"2. As soon as DPA is satisfied as to the facts of the present situation, it should encourage advance planning of construction projects by immediate affirmation that controls will be relaxed early enough to enable full use of all available structural steel.

"3. For immediate relief of over five hundred small fabricators, DPA should approve an increase in the tonnage of structural steel for industrial and commercial use which can be self-authorized without red tape."



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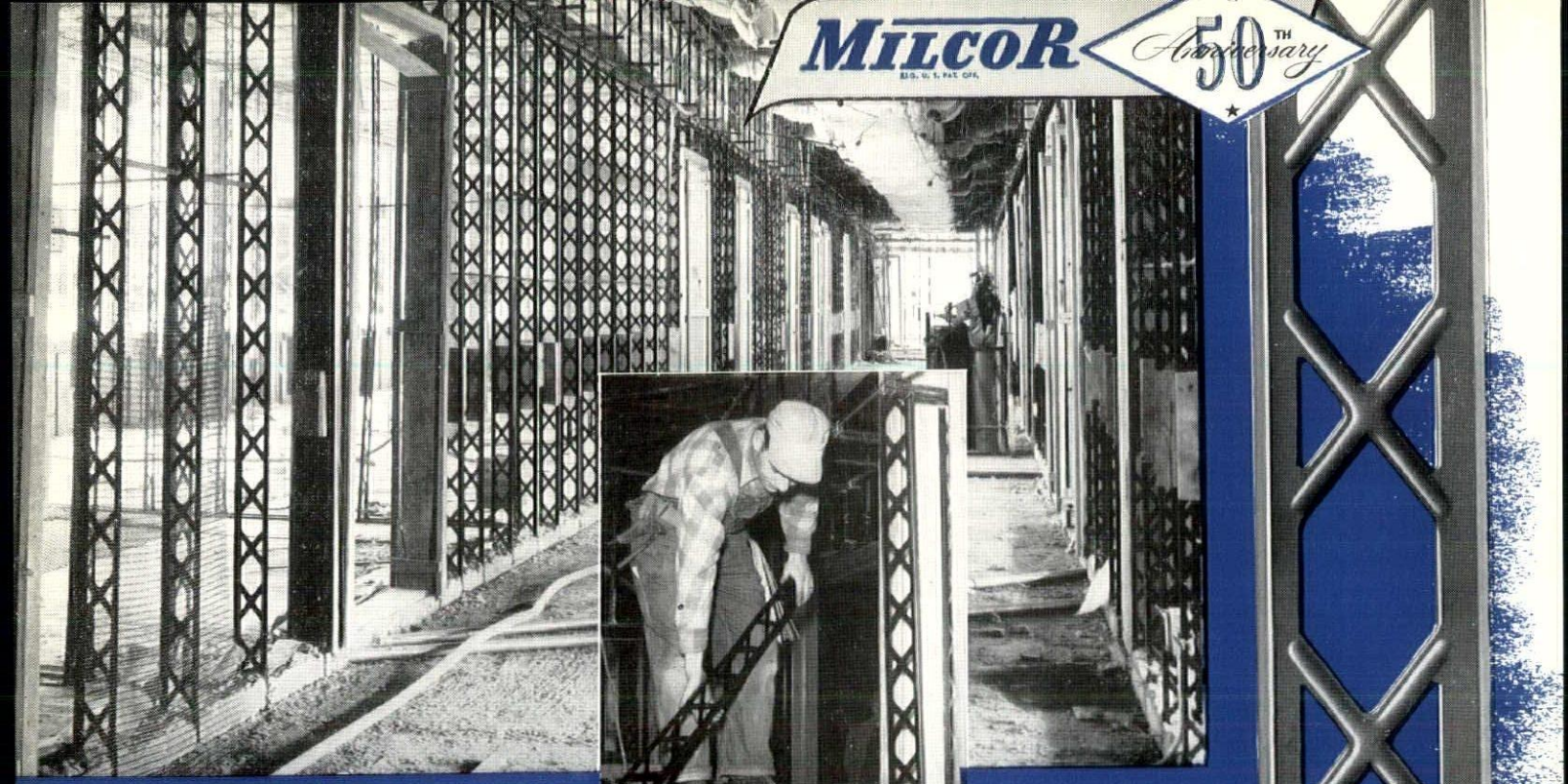

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